Basing your angle off outlet and person

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Doing your research

- Each of the reporters and outlets out there have their own style, so you have to get to know them first
- Make sure the outlet you're trying to reach has previously published articles about your topic/industry
- Each outlet is going to have a specific brand personality, which reflects in the subjects it covers
- When targeting a specific reporter, read a lot of what they published to see if their style is a good match for you
- Notice the format of the articles - maybe your subject is not a good fit for a long form post, for example
- Writers have just as many angles as your story does - they want something that fits well with their style and interests